



Volume 4

February 1959

Number 1

April 12-18 has been designated National Library Week for 1959.

This second, greatly expanded national reading program is aimed at reinforcing the tremendous interest generated by the first celebration of NLW in March, 1958.

Emphasizing the rewards of reading for fun, knowledge and advancement, the theme "Wake up and Read" will once again be a community effort in individual cities, towns and villages throughout the United States where citizens of all occupations will unite in a campaign to encourage reading--in homes, schools, churches, businesses and civic centers.

Sponsored by the National Book Committee, Inc., in cooperation with the American Library Association, the first National Library Week enlisted the active support of

over 5,000 communities whose wide variety of activities resulted locally in: new gains in registration, new friends for libraries and books and reading of all kinds. According to an official National Book Committee report National Library Week "awakened a sense of personal need as well as a responsibility for the status of reading in the community."

The West Virginia state chairman is Robert R. Tincher, vice-president and general manager of WHTN-TV Huntington.

Harold W. Apel librarian of Marshall College, is the executive director.

A state committee has been appointed and announcement of its membership will be forthcoming. Civic, cultural, and fraternal organizations, business groups and labor unions are represented on the committee.

"FOR A BETTER-READ
BETTER-INFORMED AMERICA"



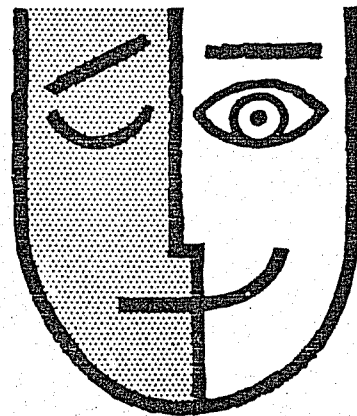
National Library Week
April 12-18, 1959

The West Virginia Committee for National Library Week has three main jobs: (1) to assess the opportunities and objectives of National Library week state wide and coordinate plans as fully as possible toward their development, (2) to provide a clearing house for the problems and plans of the local committees, helping them to share ideas and information and providing liaison between them and the National Library Week headquarters and (3) to initiate activities at state level that will help to develop channels for support and stimulation of programs in the local committees.

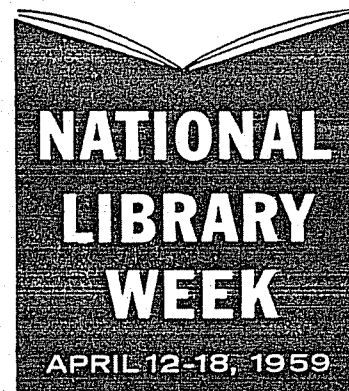
In explaining the aims of the 1959 expanded program the State Committee said: "We want to heighten the national reading interest in reading, and shorten the step from curiosity to conduct--by encouraging people to visit a library, a bookshop, a newsstand. That step may be short, but it can lead to new frontiers for millions."

Organization Handbooks have been mailed to all of the librarians in West Virginia and to chairmen of Board Trustees. The initiative in forming a local NLW committee must be taken by the librarians in each community. NLW is a program in which librarians from all kinds of libraries should be involved but someone must take the important first step of getting the others together in planning. The Director is urging that local committees be formed immediately, and the names of these persons be forwarded to him.

The Library Commission is enclosing a poster, a counter card and 200 bookmarks for use by your public



**WAKE UP
AND READ!**



library. Additional items may be ordered from the enclosure in the Handbook which you have received from Mr. Apel.

HIGHLIGHTS from the first NATIONAL LIBRARY WEEK

as observed in West Virginia in 1958

SUTTON - a PTA sponsored Book Fair ... WELLSBURG - Awards Dinner honoring volunteer librarians ... Oldest book contest ... Displays in stores and banks ... HUNTINGTON - Book contests for smallest, largest, oldest books ... School poster contests ... Special book displays in public and school libraries ... TV request for gift books netted 1500 books and \$300 in cash ... KENOVA - author Jesse Stuart attended Open House and autographed his own books, with proceeds from the book sales going for purchase of children's books for the library ... ALPHA REGIONAL LIBRARY - Full newspaper coverage in papers in the five counties ... use of official posters ... special displays in all libraries ... NEW CUMBERLAND - 132 books given to the Swaney Memorial Public Library by organizations and individuals ... MOOREFIELD - Lions Club visited library after a regular meeting, with open house refreshments served by the Ladies of the Lions ... 230th child registering during the week received book prize ... LOGAN - Book Fair with special entertainment two nights ... MOUNDSVILLE - Books given by AAUW displayed ... High School librarians and club field trip to West Virginia University Library ... NEW HAVEN - Book exhibits in stores to tie-in with merchandise ... WHEELING - Founders' Day Tea at the Ohio County Public Library ... Sears Roebuck loaned complete store window for shelves of library books, with librarian on hand to check out the books ... Book Fair in the High School ... Visits to library by Scout troops and library clubs ... Exhibit of paintings by Sara Metzner Boal ... Members of Board of Trustees scheduled to speak on radio and TV ... Picture book party, with children dressed as book characters ... FAIRMONT - JCs and Woman's Club conducted drive for \$600 to redecorate Marion County Public Library ... BECKLEY - Newspaper series

on "What the Library Means to Me" sponsored by the Raleigh County Public Library, with 2 men, 2 women, 1 boy, 1 girl as guest writers ... Oldest book contests ... HARRISON-UPSHUR - Regional librarian sent letter of thanks to each custodian of small community book deposits ... WOOD COUNTY - Washington Bottom Log Cabin Library had pageant recreating activities of George Washington in 1770 ... HINTON - Book donations ... CLARKSBURG - Special displays and story hours ... MORGAN-TOWN - Downtown displays arranged by local organizations, including display of books by West Virginia authors, religious books, books for children, for adults ... BLUEFIELD - Received gift subscriptions to several magazines, to The New York Times, and new gift books "of the Library's choice" ... GRAFTON - Displayed new and useful reference books in store window ... WEIRTON - Many gifts to new Mary H. Weir Library included \$292 for newspaper and magazine subscriptions for the year from the Elks, and complete set of the Catholic Encyclopedia by the Knights of Columbus ... WELCH - Poster contest, based on theme "Well read, Better informed America", sponsored by the Woman's Club ... Series of newspaper articles by citizens, on behalf of the McDowell County Public Library ... WILLIAMSON - Editor did series of newspaper articles on service, facilities and needs of the Williamson Public Library ... RAVENSWOOD - Junior Woman's Club had Library Tea and Tag Day, netting \$100 for purchase of library furniture and equipment. ...

(In addition, Amnesty Week on fines and overdue books was observed in many libraries ... many mayors issued official NATIONAL LIBRARY WEEK proclamations ... many librarians worked awfully hard, but felt it was worthwhile-- and are ready to do it again April 12-18, 1959. Please see your National Library Week Organization Handbook for more good ideas for programs and publicity.)